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Custom Order Form

What is the order form?

BrandMuscle's Online Order Form allows you to request custom POS and marketing materials online via your computer or tablet.

Navigation (Figure 10)

On the Instant Impact® homepage, for submitting custom orders, click on **Order Form**. You will find a main tab at the top navigation as well as a quick link in the center of the page. The quick link on the homepage will lead you to the custom order solution. Here you can create a new custom order, clone a previous order, or finish a saved order.

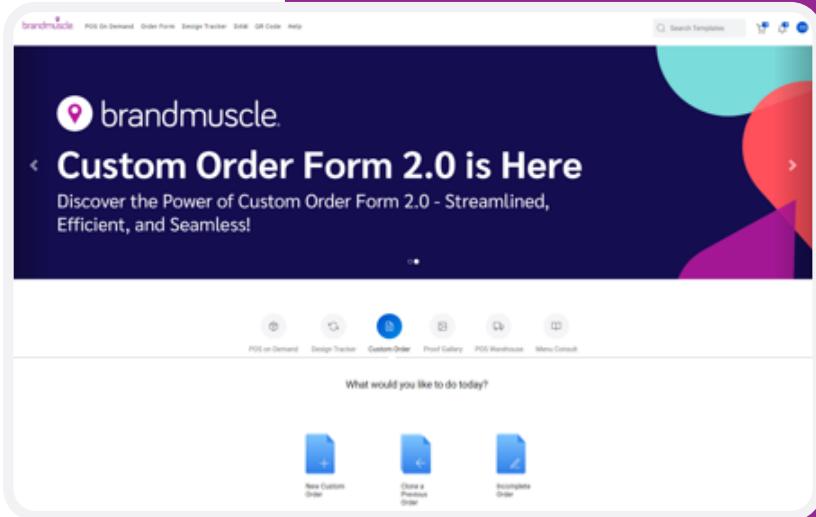


Figure 10

New custom order (Figure 11)

Upon creating a new order, you will be asked to enter the order details. The online order form will automatically populate your corporation and/or market information. In the fields provided, please:

- Select your account - If your account is not listed in the drop down, click **+ Add New Account** and list the account name in the section of the order form. (Figure 12)
- Enter order title and any relevant billing notes.
- Select whether your order is a rush or needs overnight shipping.
 - Please note, overnight shipping will incur an extra shipping fee and may require your Manager's approval.

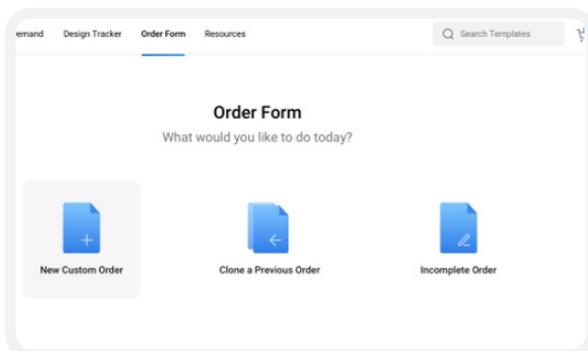


Figure 11

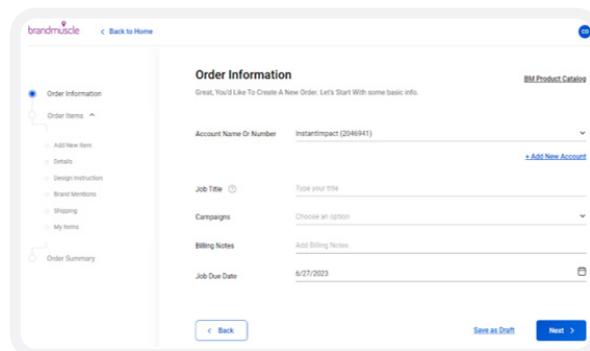


Figure 12

Adding items and entering details

Next, add an item to your order. Item types include Small Format (menus, inserts, etc.), Large Format (posters, banners, etc.), Menu Books, Digital Items, SpotMenus, and Accessories. (Figure 13)

Popular items will appear at the top. Select a popular item or choose the item you wish to include by using the drop downs and completing the following information: (Figure 14)

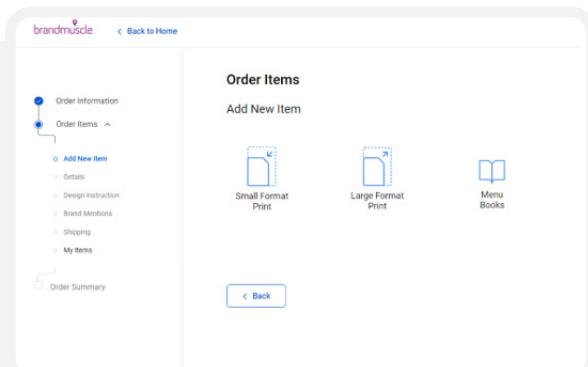


Figure 13

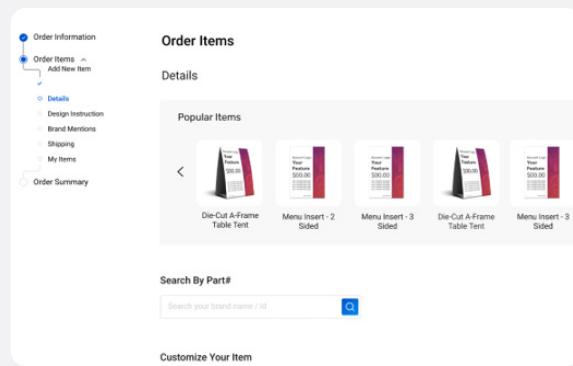


Figure 14

- Enter Job Line Name - The Job Line Name should describe the item and differentiate it from other items on the order (i.e. Vodka Poster or Drink Feature).
- Select a Size - If a custom size is required, a prompt will appear, and a custom size can be entered.
- Select a Paper Type
- Select a Color
- Select Lamination Type
- Select Mounting
- Select an Accessory
- Order quantity - Number of printed pieces of this item & design you wish to produce.

Design instruction selection

(Figure 15)

One of the most interesting features is the division of design instructions type. We have differentiated it into two types:

1. **Custom Design:** The legacy way of creating an entirely customized design with a more intuitive UI.
2. **Select Design:** Select from an existing design of POS templates and provide your customization specifications.

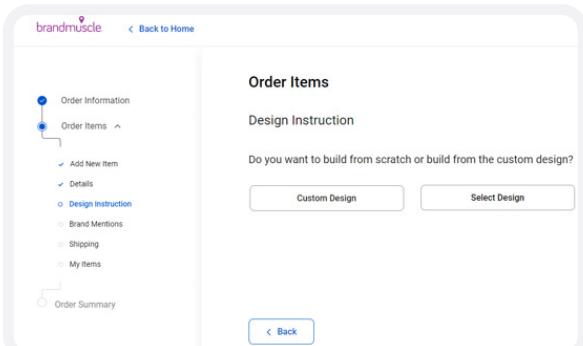


Figure 15

The screenshot shows the 'Design Instruction' section of the brandmuscle Custom Order Form. It includes a 'Design Notes' text box, a 'Design Description' text area, a 'Template ID' input field, and an 'Attachments' section for Word documents.

Figure 16

Design instruction - custom design (Figure 16)

In the Custom Design instructions section, you will be asked to list any information relevant to your order:

- **Design Notes text box** - Please provide as much information as possible. This will include the design aesthetic and content. If the design requires extensive content, please submit as an attached Word document.
- **Template ID** - Reference any templates from our POS Template gallery
- **Add attachments** - Any Word documents, menus, logos, etc.

Design instruction - select design (Figure 17)

In the **Select Design** instructions section, you can search for a template from the POS template gallery by providing the template #, template name, or any search criteria.

Select a template for the designer to reference.

- Click on **See More**, and a pop-up opens displaying all the templates available as per the search.
- To select a reference template, click on the circled part of the image.

The selected template is automatically added to your order under attachments. Add notes on what needs to be updated within the artwork within Design Description.

The screenshot shows the 'Design Instruction' section of the brandmuscle Custom Order Form. It includes a search bar, a 'Results' section displaying template thumbnails, a 'Design Description' text area, a 'Template ID' input field, and an 'Attachments' section for Word documents.

Figure 17

Brand mentions

Add brand mentions to an item. Our update brand mentions screen allows you to add the brands you wish to incorporate in your order in a hassle-free manner. Adding brands have been categorized in two ways:

1. Search – (Figure 18)

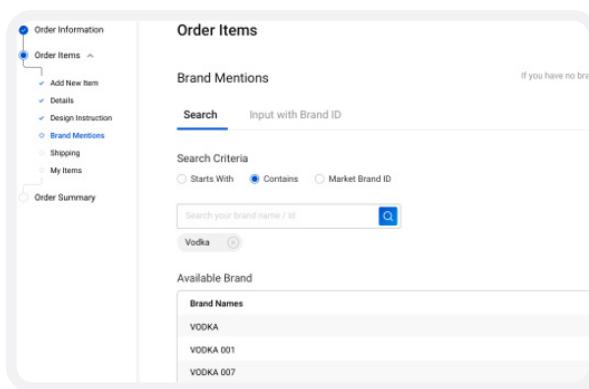
- Starts With:** If the brand you would wish to add starts with a character or word, type in and search for it. You can incorporate as many characters and words as possible.
- Contains:** If you do not remember the entire name you can search with any letter or word that exists in the brand name and the search result will give you all the brands that contains that word or letter.
- Market Brand ID:** Search with the Brand ID and add the brands you want.

2. Input with Brand ID

- If you know the unique IDs of the brand you want to incorporate in your order, just paste the IDs in the search box. You can enter as many brand IDs as possible by entering each ID in separate lines. Click **Get Results** and the brands will be associated.

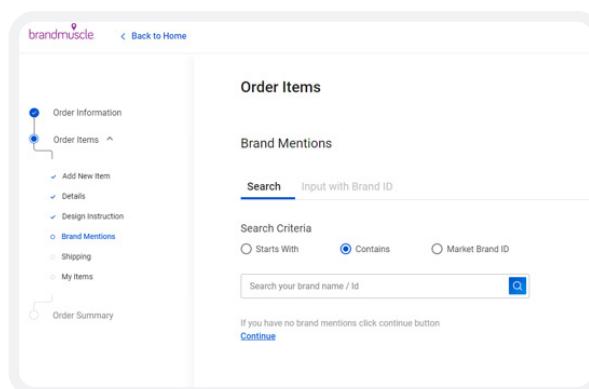
Once brands are associated, provide the number of times the brand is mentioned in your design to capture full recovery potential.

If you have no brand mentions, click **Continue** to proceed through the ordering steps. – (Figure 19)



The screenshot shows the 'Brand Mentions' search interface. The search bar contains 'Vodka' with the 'Contains' option selected. The results list shows three items: 'VODKA', 'VODKA 001', and 'VODKA 007'.

Figure 18



The screenshot shows the 'Brand Mentions' input with Brand ID interface. The search bar is empty. A note at the bottom says 'If you have no brand mentions click continue button'.

Figure 19

Shipping (Figure 20)

Review your default shipping location for accuracy or:

- Insert a shipping location from your address book.
- Add a new shipping location to your address book.
- Insert a drop ship list to route the item to multiple locations.

Before you submit your order, you can add additional items or review and update an existing item.

My items (Figure 21)

My Items page displays a brief summary of your order, along with an option to add new items. If you wish to add a new item, click **Add New Item** and follow the order steps we just reviewed.

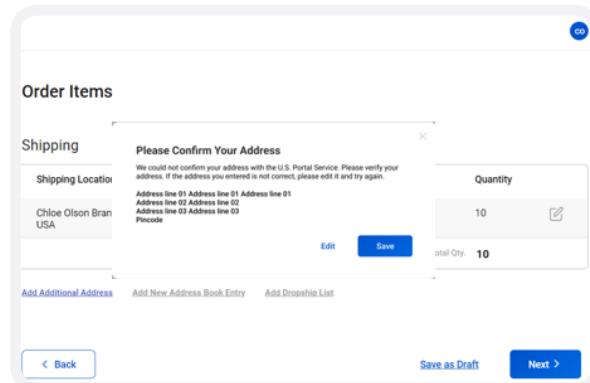
Review your order (Figure 22)

Before placing your order, review the order summary:

- Check to make sure everything is correct.
- If changes need to be made, click **Back** to update.
- If everything is correct, click **Complete** to submit.

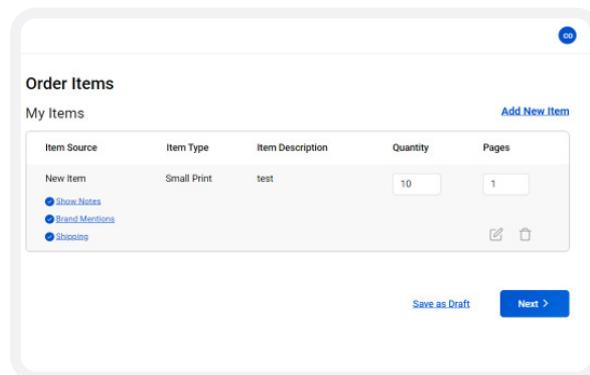
Once your order is placed, you will receive a confirmation number. Please use this number for reference should you need information regarding your order. – (Figure 23)

You will also receive an email confirmation of your order and a second confirmation email once your order has shipped.



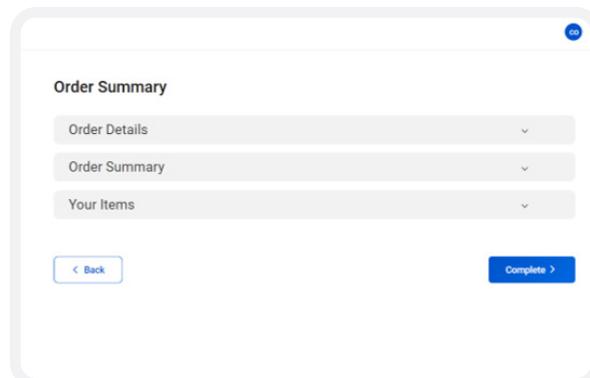
The screenshot shows the 'Order Items' section of a web application. On the left, there is a 'Shipping' panel with a 'Shipping Location' dropdown set to 'Chloe Olson Bran USA'. Below it are fields for 'Address line 01', 'Address line 02', 'Address line 03', and 'Zipcode'. To the right, there is a 'Quantity' input field with '10' and a 'Save' button. At the bottom, there are buttons for 'Save as Draft', 'Next >', and 'Back'.

Figure 20



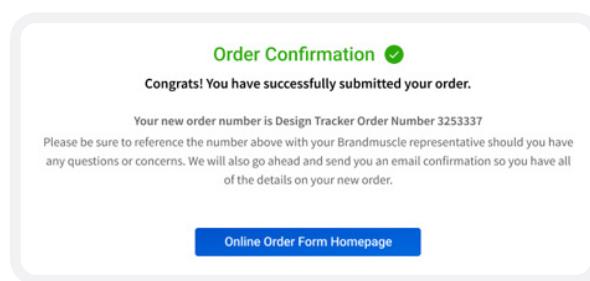
The screenshot shows the 'My Items' page. It has a header with 'Order Items' and a 'Add New Item' button. Below is a table with columns: Item Source, Item Type, Item Description, Quantity, and Pages. A single item is listed: 'New Item' (Item Type: Small Print, Item Description: test, Quantity: 10, Pages: 1). At the bottom are 'Save as Draft', 'Next >', and 'Back' buttons.

Figure 21



The screenshot shows the 'Order Summary' page. It has a header with 'Order Details', 'Order Summary', and 'Your Items'. Below is a table with columns: Order Details, Order Summary, and Your Items. At the bottom are 'Back' and 'Complete' buttons.

Figure 22



The screenshot shows the 'Order Confirmation' page. It has a header with a green checkmark icon and the text 'Order Confirmation'. Below is a message: 'Congrats! You have successfully submitted your order.' It also states: 'Your new order number is Design Tracker Order Number 3253337. Please be sure to reference the number above with your Brandmuscle representative should you have any questions or concerns. We will also go ahead and send you an email confirmation so you have all of the details on your new order.' At the bottom is a 'Online Order Form Homepage' button.

Figure 23

Clone previous order

If you have a previous order that you would like to make updates to or copy for another account, you can search for your past orders by selecting **Clone a previous order**. Upon selecting clone a previous order, you will be asked to enter the order details. In the fields provided, please:

- Select your account - If your account is not listed in the drop down, click **+ Add New Account** and list the account name in the section of the order form.
- Enter order title, campaign, and any relevant billing notes.
- Select whether your order is a rush or standard ordering timeline.
 - Please note, overnight shipping will incur an extra shipping fee and may require your manager's approval.

Order search (Figure 24)

Cloning an order has similar steps to the New Custom Order, with two unique search techniques:

1. **Search Job:** Search existing jobs based on certain criteria and filters. Select **Find Jobs** once criteria is entered:
 - a. Own jobs or others
 - b. DT job number
 - c. Order submission date range or proof approval date range
 - d. Keywords
 - e. Account name
 - f. Account number
 - g. Brands added
2. **Select Job:** Select the job based on the searched result.

Once the user has provided the necessary parameters, they will get a list of jobs and they can select any, which suits their requirements.

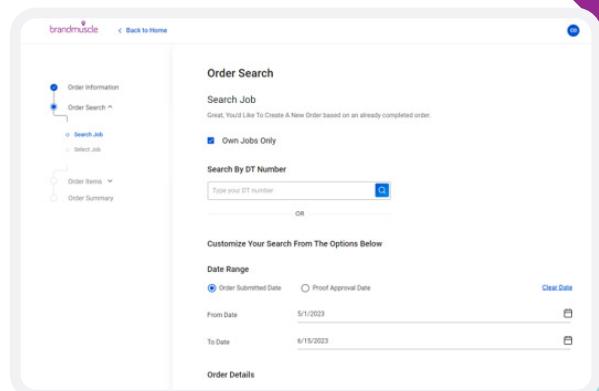


Figure 24

Add clone item (Figure 25)

Based on your order search, you will be presented with orders available for cloning. Select the items within the order you would like to clone and click **Add**. Proceed through the order submission process. Cloning a job will redirect the user to the “My Items” page for that order. You may need to edit or confirm information pertaining to your order. These sections will be highlighted in red before proceeding. From this point you will follow the review order process until your order is complete and you receive your confirmation number.

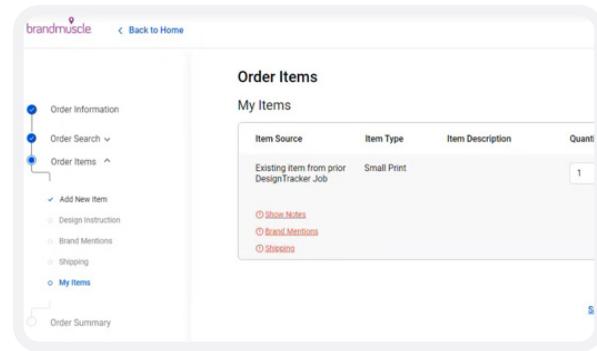


Figure 25

Finish incomplete order (Figure 26)

The saved orders feature enables customers to save their work and return at a later time. Users can switch to any saved order and then proceed to the checkout flow to place the order. Select from the page what order you would like to complete. Select the edit button next to the order in order to proceed.

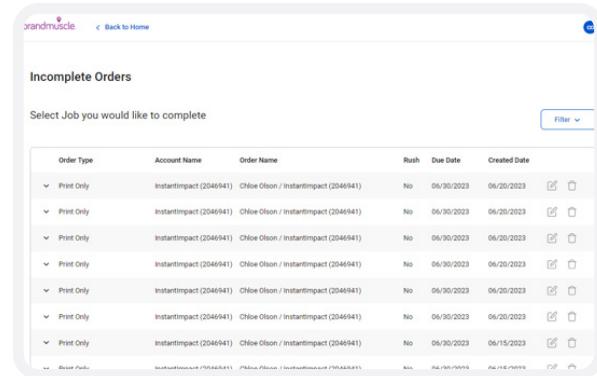


Figure 26

Order search (Figure 27)

Proceed through the order submission process. Finishing an incomplete order will redirect the user to the “My Items” page for that order. You will need to proceed from where you last left off. These sections will be highlighted in red to edit before proceeding. From this point you will follow the review order process until your order is complete and you receive your confirmation number.

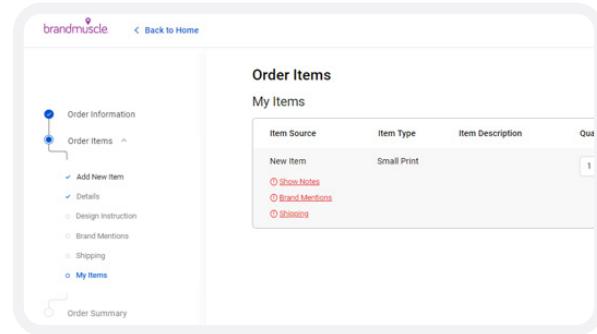


Figure 27

Timeline

Approved artwork is ready to ship in 2 business days. Please note, special items or large quantity orders may require longer production and shipping times.

Help & support

If you need assistance with anything, please reach out to your BrandMuscle support alias for assistance.